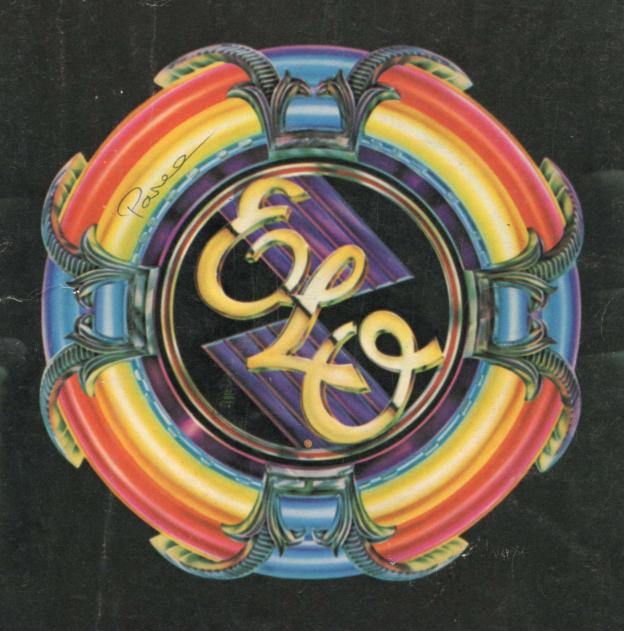
Electric Light Orchestra A NEW WORLD RECORD





Bev Bevan • Jeff Lynne • Hugh McDowell • Melvyn Gale • Mik Kaminski • Richard Tandy • Kelly Groucutt

ELECTRIC LIGHT ORCHESTRA

Since the Electric Light Orchestra's debut album in 1972, the English group led by guitarist, composer, vocalist and songwriter Jeff Lynne, has been an innovating force at every step of their career.

Begun as an experimental attempt to use strings and some classical influences in the context of a rock and roll group, ELO has become one of the giants of today's music scene, both commercially and artistically.

With their new album "A New World Record," the group's fourth "gold" album in a row, coupled with their last tour featuring sell-outs across the United States, ELO's superstar

credentials are beyond question.

"A New World Record," released in October of 1976, contains some of Lynne's most original ideas. On "Telephone Line," a song about a guy trying to call a girl and perpetually getting no answer, he used the sound from an American phone system. Recording in Germany, he taped a ringing phone from six thousand miles away, and then Tandy re-created the sound on the moog. On "Rockaria," a song about an opera singer trying to sing rock, he used a soprano from the London Opera. "She really got off on hearing her voice on a rock track," says Lynne. Other classical musicians have not been as involved. On an earlier ELO session, a string section stopped playing right in the middle of a song, because the clock had struck the hour, and as union members, they were playing strictly according to the rules. Also on the new album is "Do Ya," a re-make of the most popular hit Jeff had with The Move in the U.S. "I wanted to make it an ELO song," he says.

Unlike many other English rock groups, ELO does not throw television sets out of windows, make embarrassing scenes in public places or lose their tempers irrationally at perfect strangers. If Lynne dislikes the term "classical rock," he certainly realizes he has created something far more progressive than most rock and roll. In a category all their own, the Electric Light Orchestra continues to blaze trails rather than copy yesterday's heroes.

Even so, Lynne despairs that "We all have the same twenty chords to work with..."

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ROCKARIA!

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MISSION (A World Record)

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ABOVE THE CLOUDS

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DO YA

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SHANGRI-LA

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